

## PROFILE ANALYSIS OF GERBERA GROWERS

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### ABSTRACT

*The present study was conducted during the year 2015–2016 in Osmanabad, Nanded and Latur districts of Maharashtra state. These districts are purposively selected since they have maximum area under gerbera cultivation. A list of gerbera growers was obtain from state agriculture officer of each selected district 40 gerbera growers were selected randomly from that list. Thus total 120 respondents were the sample of the study with objective to measure management orientation of gerbera growers. As regard with the profile of gerbera growers it was observed that respondents had medium area under gerbera, annual income, extension contact, mass media exposure, risk orientation, gerbera growers middle age group, education up to primary level, semi-medium land holding, high innovativeness and economic motivation of the growers.*

**KEYWORDS:** Profile Analysis & Gerbera Growers

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### INTRODUCTION

Farmers all over the world work as managers of their farms. Irrespective of the economic, social, cultural, physical and technological environment, the farmer manages a production system to get a return from it. In the field of agriculture too, there has been a growing awareness that only a part, perhaps a very small part, of the differences in farm income and productivity can be explained by the differences in quality and quantity of land, labour and capital. The rest of the variation has been explained mainly by the management factor. It is, therefore, observed that some farmers obtain distinctively higher yields and income than others for the same level of resources available on the farm. Floriculture is a fast emerging and highly competitive industry. With the continuous introduction of new cultivars and new crops, cultural techniques are changing and hence new products are being developed. The science and art of commercial floriculture has been recognized as an economic activity with the potential for generating employment and earning valuable foreign exchange. Floriculture being a highly investment oriented enterprise it requires an efficient and effective management in order to get high economic returns over a consistent period. Based on these perspectives, the present study was under taken with the objectives to study profile of the gerbera growers.

### METHODOLOGY

The study was conducted in Osmanabad, Nanded and Latur district of Marathwada region of Maharashtra state. Two talukas from each district were selected purposively based on the maximum area under gerbera. Two villages from each talukas were selected purposively based on the maximum area under gerbera crop. Thus twelve villages from six talukas were selected for this study. From each of the selected village ten gerbera growers were selected randomly on the basis of management orientation. Thus a total of 120 respondents were

selected as sample for this study. The Ex-post facto research design was used in the present study. The respondents were personally interviewed and the data collected were processed and statistically analyzed by using statistical techniques like frequency, percentage.

## RESULTS AND DISCUSSIONS

So as to facilitate the comprehension of the sample and interpretation of results, a set of relevant personal, socio-economic and psychological characteristics of the respondents was included in the study. Therefore, the characteristics viz. Age, Education, Farming experience, Land holding, Area under gerbera, Annual income, Extension contact, Mass media exposure, Risk orientation, Innovativeness and Economic motivation were included in the study. The data on personal profile were sought, computed and discussed accordingly.

It was found from Table 1 that, the majority (56.67 %) of the gerbera growers belonged to middle age category followed by old age 23.33 per cent and young age 20.00 per cent categories respectively. As regards to education revealed that, majority (32.50 %) of the respondents belonged to primary school category followed by secondary school 20.83 per cent, higher school 20.83 per cent, only read and write 17.50 per cent, graduate 8.34 per cent and none of them were illiterate. As regards to farming experience near to fifty per cent (46.67 %) of the gerbera growers had medium farming experience followed by low 29.17 per cent and high farming experience 24.16 per cent. 43.34 per cent of the gerbera growers semi medium land holding, followed by those with medium 34.16 per cent, small 15.83 per cent and a very few (6.67 %) had big land holding.

It was also observed during study that, 70.84 per cent of the respondents belonged to medium area under gerbera followed by low 17.50 percent and high 11.66 per cent area under gerbera. 65.00 per cent of gerbera farmers had medium annual income followed by 20.00 per cent and 15.00 percent had low and high annual income, respectively. As regards extension contact of the gerbera farmers it is observed 70.00 per cent of the gerbera farmers had medium level of extension contact, whereas 15.00 per cent gerbera farmers had low level of extension contact followed by 15.00 per cent of the gerbera farmers having high level of extension contact. As regards to mass media use, majority 35.84 per cent of the respondents were having medium mass media exposure followed by high 34.16 per cent and low 30.00 per cent levels of mass media exposure.

It was noticed that, majority (54.17 %) gerbera growers had medium level of risk orientation followed by low 26.67 per cent and high 16.16 per cent levels of risk orientation. As regards to innovativeness half (50.83%) of the respondents had high innovativeness followed by low 37.50 per cent and medium 11.67 per cent levels of innovativeness. Economic motivation of the gerbera growers was 48.33 per cent in high level of economic motivation while 29.17 per cent had medium and 22.50 per cent had low levels of economic motivation.

## CONCLUSIONS

- Majority of the farmers under study had medium age, primary school level of education; farming experience, land holding, area under gerbera, annual income.
- 70.00 per cent of the respondents had medium extension contact and medium mass media exposure, risk orientation.
- Near to fifty per cent of the respondents had high level of innovativeness and economic motivation

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## APPENDIX 1.1

Table 1: Distribution of Gerbera Growers According to their Personal Profile (N=120)

Sr. No.	Profile Characters	Category	Frequency	Per cent
1	Age	Young age (18 to 30 year)	24	20.00
		Middle age (31 to 50 year)	<b>68</b>	<b>56.67</b>
		Old age (above 50 year)	28	23.33
2	Education	Illiterate	0	0.00
		Can read and write only	21	17.50
		Primary School Level (Up to IV <sup>th</sup> )	<b>39</b>	<b>32.50</b>
		Secondary School Level (V <sup>th</sup> to X <sup>th</sup> )	25	20.83
		Higher School Level (XI <sup>th</sup> to XII <sup>th</sup> )	25	20.83
		Graduate	10	8.34
3	Farming experience	Low (Up to 6)	35	29.17
		Medium (between 6 to 10)	<b>56</b>	<b>46.67</b>
		High (above 10)	29	24.16
4	Land holding	Small farmers (up to 2.00)	19	15.83
		Semi-medium farmers (2.01 to 4.00)	<b>52</b>	<b>43.34</b>
		Medium farmers (4.01 to 10.00)	41	34.16
		Big farmers (above 10)	8	6.67
5	Area under gerbera	Low (Up to 0.20)	21	17.50
		Medium (between 0.20 to 1)	<b>85</b>	<b>70.84</b>
		High (above 1)	14	11.66
6	Annual income	Low (Up to 3.00)	24	20.00
		Medium (between 3.00 to 6.00)	<b>78</b>	<b>65.00</b>
		High (above 6.00)	18	15.00
7	Extension contact	Low (Up to 14)	18	15.00
		Medium (between 14 to 20)	<b>84</b>	<b>70.00</b>
		High (above 20)	18	15.00
8	Mass media exposure	Low (Up to 10)	36	30.00
		Medium (between 10 to 15)	<b>43</b>	<b>35.84</b>
		High (above 15)	41	34.16
9	Risk orientation	Low (Up to 8)	32	26.67
		Medium (between 8 to 11)	<b>65</b>	<b>54.17</b>
		High (above 11)	23	16.16
10	Innovativeness	Low (Up to 9)	45	37.50
		Medium (between 9 to 13)	14	11.67
		High (above 13)	<b>61</b>	<b>50.83</b>
11	Economic motivation	Low (Up to 8)	27	22.50
		Medium (between 8 to 11)	35	29.17
		High (above 11)	<b>58</b>	<b>48.33</b>

